**Video Title:** SWOT Analysis in HRM

**Video URL:** <https://www.youtube.com/watch?v=9meorqDUQU0>

**Run Time:** 3:39

**Source:** Kent Maitri/YouTube

**Close Caption Available:** Yes

Kent Maitri, the presenter in this video, reinforces the idea that a SWOT analysis is relevant for human resource management. The same material is covered in pages 40-42 of the HRM textbook. Maitri’s basic message is that you have to look carefully at the human capital in your organization to look for these strengths, weaknesses, opportunities, and threats in relation to the competition. An internal strength might be a highly-qualified workforce in terms of skills and education. An internal weakness might be a poorly qualified workforce including a low skill level. An external opportunity could be a loose labor market in which a largen number of potential job applicants are available. An external threat could be a competitive organization that is searching for the same candidate pool as your organization.

*Questions for Thought and Discussion*

1. What is the relevance of SWOT for recruiting?

2. Give an example of an internal strength Walmart might have in terms of recruiting employees.

3. Give an example of an external threat Walmart might face in terms of recruiting.

4. Give an example of an internal strength Tesla Motors might have in attracting talent.

5. Give an example of an internal strength you imagine Tesla Motors has in terms of its

workforce.